

COMMUNICATION 101: A Brief Tutorial

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CONTINUOUS QUALITY IMPROVEMENT TRAINING

COMM. 101: Overview

- Communication is defined as the act of giving, receiving or exchanging information, ideas and opinion so that the “message” is understood by both parties.
- Communication is said to be successful only when the sender and the receiver perceive the information in the same way.

Source (<http://www.oum.edu.my/sites/default/files/pdf/OUMH1203.pdf>)

COMM. 101: Elements

The elements in a communication process determine the quality of communication.

Effective communication entails the correct interplay of the following elements:

1. **The sender:** plays the basic role of initiating communication;
2. **The receiver:** the party to whom the sender transmits the message;
3. **The message:** is the most crucial element of communication. The message is not necessarily what the sender intends it to be. Rather, it is what the receiver perceives it to be;
4. **The channel:** is the medium through which the message travels from one point to the other; and
5. **The feedback:** is the receiver's response or reaction to the message

Source (http://aslect.eu/documents/case1_Doing2learn/Doing2learn_Communication_Handbook.pdf)

COMM. 101: Basic Forms

- **Non-verbal communication:** Spontaneous, less structured, primitive form of communication that does not involve the use of words. Rather, it uses gestures, cues, spatial relationships, vocal qualities to convey message.
- **Verbal Communication:** Involves the arrangement of words in a structured and meaningful manner, keeping to the rules of grammar. The message is subsequently conveyed to the audience in written or spoken form.

Source

(http://www.icao.int/APAC/Meetings/2012_CMC/FUNDAMENTALS%20OF%20COMMUNICATION.pdf)

COMM. 101: Factors

- Lack of feedback
- Clarity of message
- Known/unknown receiver
- Distraction/noise
- Disabilities
- Length of communication
- Choice of communication channel
- Cultural differences
- Status/role
- Poor use of language
- Individual perceptions/attitudes/personality

Source (<http://www.oum.edu.my/sites/default/files/pdf/OUMH1203.pdf>)

COMM. 101: How to be a good communicator

- Strive to understand other people and be empathetic
- Give full attention to people while they are talking to you
- Provide feedback
- Respect the opinions and attitudes of others
- Follow through on your commitments
- Value teamwork and know how to build cooperation and commitment
- Encourage people to talk and ask the right questions
- Be tolerant to different customs and cultures
- Check to make sure you have understood what other people are trying to communicate

Source (http://aslect.eu/documents/case1_Doing2learn/Doing2learn_Communication_Handbook.pdf)

COMM. 101: Key points of communication

- In order for communication to be effective, it is important to know the following:
- WHO you are communicating with
- WHAT you are communicating-the message should be adequate for the subject
- WHY-what you want to achieve, what the goal for the communication is
- WHEN you will communicate the issue
- HOW you will communicate the issue-think about the method you will choose

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